

To: Duszynski, R, Noonan, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert, Ridge, Robert, Burrows, Robert, Westenberger, R, Keeney, David, Smith, Richard A., Jurgensen, Kurt T., Leonard, John M., Norris, Chuck H., Macleod, Stephen, Mclean, James J., Eckardt, Diane C.

From: Natale, Fray

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Subject: ss vs nss

All Managers,

For your knowledge bank, the attached info. highlights the effects of Chautauqua county NY going from ss to legislated nss.

You don't need to be a rocket scientist to forecast the hit Supermarkets and Discount locations can take under this format if they downplay the category but here is an example you can show if you ever need it.

Could also be used to convince C-Store operators to get behind the category and keep it highlighted when this situation occurs.

Could also be trashed if you don't like it.

Have a good weekend!
Fray

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